

Ashland Tidings

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Ashland, Ore., Monday, Dec. 6, 1915

LITHIA PARK AND THE SPRINGS COMMISSION.

Lithia park is no part of, nor should it be considered as a part of the regular park system of the city. It is indissolubly allied to the springs resort development and will prove one of the most important factors in its success. Before the springs water development there was no need for such development as Lithia park. The one called for the other. Lithia park is a part of the springs development and as such it should be considered apart from all other city parks. It is rather a playground than a park. Some have expressed the thought, especially President Taverner and Secretary Watson, that in asking for complete jurisdiction in Lithia park the springs water commission was directing a slap at the park board. Not at all. Heretofore the park board has found ample employment with the other parks of the city and has done its work well. These gentlemen, along with some members of the council, have felt themselves aggrieved because the springs commission did not oftener consult them as to the development of Lithia park. We can not understand their contention. The charter amendment creating the springs water commission also gave that commission entire control of the park development connected with the resort features. There was no more reason why the springs commission should consult the park board than any other citizen. There has been absolutely no desire or intention upon the part of the springs commission to ignore or conflict with the duties and purposes of any other branch of the city government, or any person connected with any other branch. The commission has simply gone forward with the work assigned to it without prejudice to anyone. And that is what it intends to do in the future. It is asking complete control of Lithia park because it believes that playground to be an essential feature of the springs resort, and not an ordinary city park, and unless it is so considered and every move there attempted made to conform to general resort plans, the success of the enterprise may be greatly hindered; in fact, Lithia park may be so separated from the springs development as to absolutely block success in the enterprise.

It is easy enough to run about with a chip on one's shoulder, looking for something to bicker and complain about, and view every act not our own as a slap at us, but it is quite another thing to press forward with the work to successful conclusion, thinking only of the work, without spleen or prejudice.

The work is trying enough at best without having to spend as much time and thought in appeasing someone who has a chip on his shoulder as is required for the work. Unfortunately the springs commission has been compelled to do the former largely through the suspicion of Councilmen Cunningham and Ashcraft and the bitter resentment of Messrs. Taverner and Watson, with whom, unfortunately, the springs commission has had to work with sweat and disgust. Now Secretary Watson of the park board refers to the desire of the springs commission for control in Lithia park as a "dirty slap" at the park board, and Councilmen Cunningham and Ashcraft have intimated that they would oppose even giving the people a chance to vote on such a charter amendment, in so doing self-constituting themselves as absolute censors of the people. The only boon the springs commission asks of the council is that the people be allowed to pass their judgment on

the matter at the polls. Councilmen Cunningham and Ashcraft express themselves as arrogant enough to deny the people that right. We are not surprised at Councilman Cunningham, for already he has stated as his opinion that the people did not have sense enough to vote properly at the polls. Possibly, basing his judgment on the fact that part of them elected him to the council long after his day of usefulness was past and he had become sour with age and exceedingly suspicious by reflection.

The springs water commission does not ask the council to turn Lithia park over to it. It simply asks, that the people have the opportunity to say whether the springs water commission shall have power there. Is there anything wrong about that? Whatever the judgment of the citizens at the polls, the springs water commission will be satisfied, but it will not be satisfied with the council refusing to give the people the opportunity to pass upon it, and by such refusal force the springs water commission to initiate the measure and put the city to the expense of a special election when the matter can as well be settled at the general election with little expense.

The springs water commission is honest in the opinion that the same body which takes the responsibility for the future success of the springs enterprise must have charge of the park as well as the publicity and the plant. These must all go harmoniously forward together if the thing is to succeed. If the people of Ashland differ with us in that judgment, that is quite another thing. The enterprise belongs to the city and the people have the right to speak. All we contend for is that the people have an opportunity to pass their judgment, and will not passively submit to the judgment of two or three self-constituted guardians who do not know bee from a bull's foot about what constitutes success or failure of the project.

Councilmen Cunningham and Ashcraft have assured Secretary Watson that they will not allow the matter to be submitted to the people. The matter comes before the council tomorrow night. Citizens interested should be in attendance upon that session and see what they shall see. It will be interesting. The springs water commission does not intend to be forced, without protest, by the prejudice and arbitrary action of these men, into initiating the measure at a special election at great cost to the city. This protest the springs commission intends to make vigorous and plain at the council meeting tomorrow night, and it will pay those interested to attend.

The whole contention hinges on whether the council will give the people of Ashland an opportunity to vote the proposition up, or vote it down, at the general election this month, or whether, through spleen against the springs water commission, it will compel the measure to be initiated at a special election at unnecessary cost to the city.

MURDERERS!

"Those murderers," cried Mrs. Scott Durand, Chicago society woman, when state officials slaughtered her herd of blue-blooded and diseased cattle.

"Murder," cried a little woman in Chicago the other day when her baby died, a victim of diseased milk.

Mrs. Durand with her wealth may buy another herd of blue-blooded stock as quickly as she pleases.

But there's a little Chicago woman who can never again recover a tiny bit of humanity she prized more than life.

The Commercial Club requests the names and addresses of parties who are considering coming to the coast this summer. We wish to send them literature and give them a good conception of Oregon. 74-1f

Lay in your wood while supply lasts; 12-inch \$2, 16-inch \$2.25. Dry fir and pine mixed. Phone 420-J. 55-1f

Phone news items to the Tidings.

PROPOSED CHARTER AMENDMENT.

The springs commission will ask the people at the December election to adopt a charter amendment giving entire charge and control of Lithia park to that commission. If the park is to be made self-supporting those handling the proposition will need to have authority so that amusements, etc., can be established in the park as demand arises and which will be profit-making. On his trip to the San Diego and San Francisco expositions the chairman of this commission discovered a number of simple, inexpensive amusements and stunts which would furnish a deal of amusement to both children and grownups while at the same time producing considerable revenue toward the upkeep of the park. It is the desire of the commission to add such from time to time, and to this end it asks that its jurisdiction be extended to cover entire control of Lithia park, comprising that land which has been lately acquired and which has been improved with the funds arising from the auxiliary bond sale. It is our judgment that the park can be made eventually entirely self-supporting. The upkeep will be no small cost, and if plans can be worked out whereby amusements that will supply wholesome entertainment while creating a revenue, it is the good business then to so arrange the springs water commission jurisdiction that that end can be attained.

The charter amendment is now before the council and will no doubt be placed on the ballot.

PARK JURISDICTION.

The springs water commission is asking the council to submit to the voters of Ashland at the election which will be held December 21, a charter amendment which will put the entire control of the new Lithia park in the hands of the commission. This is being asked to enable the commission to establish concessions and profit-earning amusements the income from which will go into an upkeep fund for the park.

As the law now stands the council controls the concessions and the park board the park. This conflict of jurisdiction, if allowed to stand, will no doubt greatly handicap the use of the park in a way that the amusements will pay the upkeep. Either the park should be turned over to the springs water commission or the law should be changed to give the park board jurisdiction in this important matter. The upkeep of Lithia park will be no small matter and it can be made, and should be made largely self-supporting.

In asking this the springs commission does so without malice either toward the park board or the council. It is now simply a conflict of jurisdiction. The springs water commission would not object if the matter was submitted as an alternative proposition wherein the people can extend the jurisdiction either to the park board or the commission. Some action should be taken in the matter at once so that suitable arrangements can be made for the spring opening.

A PSYCHOLOGICAL AILMENT.

An authority on business conditions throughout the United States describes the present situation:

"Widespread farm improvements. Buying throughout the interior broadens. Bank clearings exceed those of the same week last year and compare with those of 1913. Payrolls show large increase. The power of increased payrolls in sections active on war order business manifested in demand. The pushing of negotiations for a large foreign loan has righted the exchange market and stiffened prices of farm products, the export of wheat and cotton being thereby facilitated."

Statements of this sort are of great value to the country, if made after careful investigation and in a conservative manner.

To clean up dry fir and pine mixed wood, 12-inch \$2, 16-inch \$2.25. Phone 420-J. 55-1f

The Home Circle

Thoughts from the Editorial Pen

Every Place Should Have It.

A more active community spirit is pervading many of the small cities in the country. That is well for more reasons than one. It is a good thing the idea is exploded that only large cities have any need for such a spirit or are entitled to it. Local patriotism is just as much needed in a place of a thousand or two as in one of a hundred thousand if it is to live and prosper. To be sure, it is not the center of so large a population, nevertheless it is a center, and as such it is in duty bound to do the best it can and be the best it can, both for its own sake and the adjoining territory to which, commercially and otherwise, it ministers.

Of course it is possible to foster a community spirit that is mainly selfish, a spirit that concerns itself solely with the community in which it exists. But that is a false spirit, destined in the long run to work injuriously to the place that gave it birth. The true community spirit is marked by wise loyalty, a hearty co-operation, real support of its business men and of its different institutions, and it can have and does have these features without in any way seeking to run down other places which, quite rightly, are seeking to advance their own good.

It does not pay to advertise, say some merchants who have done but little of it, and that without keeping it up. The incident of the boy and the pump illustrates the matter very well. The boy was sent after a pail of water. He poured in the priming, poured out as much as he poured in. Then he stopped to rest and the priming ran down. After some time of alternate pumping and resting he concluded it did not pay to pump and quit in disgust. The merchant who does not believe in advertising does it like the boy did the pumping. He advertised again and then concluded advertising didn't pay.

"When times are dull and people are not advertising," says John Wanamaker, "is the very time that advertising should be the heaviest." Such is the advice given by America's merchant prince. Some traders say it does not pay to advertise. They think they know more than Wanamaker. That's where they make a big mistake. Wanamaker's advertising has made him rich and famous. Wanamaker's methods on a smaller scale would be as good here as in New York or Philadelphia. Turn over a new leaf and advertise.

We want our readers to take time and read the advertisements in this paper, as well as every issue. The

The Oldest National Bank in Jackson County

Member Federal Reserve System

FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

DEPOSITORY OF

City of Ashland County of Jackson State of Oregon
United States of America

merchants have a message for you and are taking this method of talking to you. Get the habit of reading these advertisements and you will save many dollars during the year by opportune buying, suggested by the ads.

One of our town girls recently sent 25 cents for a recipe to promote and preserve beauty. She received the following reply: "Mind your mother and stay home nights."

A movement is on foot to secure legislation against the mail order houses and enforce a state levy against these concerns for doing business in the state. We are not opposing the proposition, but we cannot too strongly urge the retailers that the most effective weapon they possess to fight the mail order house is the columns of a live, aggressive, up-to-date newspaper.

It is said that a goose drinks water one hundred times a day. Some geese don't drink water at all.

One of our exchanges advertises a cow for sale as follows: "Full-blooded cow for sale, giving milk, ten tons of hay, a lot of chickens and several stoves." While we have always had the greatest respect for meek-eyed, gentle bossy, we never suspected for a moment that she would branch out into the junk-shop business. And she a full-blood, too.

We want to know when you have friends to eat chicken dinner or to visit you. It is such times of news that makes the local page of your home paper interesting.

The town that says, "Oh, I don't know, I don't think it will amount to much," is never of much force. If you have no local pride, borrow some.

A modern dude with narrow striped clothes, saddle colored shoes, a loud necktie, hair parted over his nose, and smoking a cigarette, addressed his best girl thus: "If you was me

and I was you, what would you do?" She unhesitatingly said with a smile: "I would take off that hideous tie, put that cigarette in the stove, part my hair on the side, then pray to God for brains."

BOUND TO WIN.

Never had people more right, or greater certainty, in assuming a glorious and prosperous future for a community than the people of Ashland at this time. The springs project is nearly completed, the remodeling of the Oregon hotel for first-class combination commercial and tourist accommodation is practically assured, negotiations are under way by which it is hoped speedily to have constructed a scientific water cure sanitarium which will minister to the needs of the suffering in every way that a bath can be properly applied for the alleviation of pain—hot sulphur baths, mud baths, electric baths, carbon-dioxide baths, sweat baths, massages and plunge, constructed with a view of giving baths winter and summer. These, with a number of up-to-date furnished cottages, will take care of the tourists as they come—and the cottages will be forthcoming by spring, for it will pay to build them—they afford the best opportunity for investment that can be found on the Pacific coast. No one is justified now in feeling the least doubt as to the future of Ashland. Everybody can afford to talk and act optimistically. The hard pull is practically over. Success is assured. But success will not come without effort on our part—without faith and action—a great lot of intelligent publicity—most of which, by the way, must be secured free of cost by the ingenuity of a result-getting publicity department, which must be kept persistently and continuously at it. Ashland is about to go some. The horses are at the pole clamping their bits to be off. They wait only for the work. You are the starter. Let every citizen join in a tremendous shout, "GO!" Then have faith in your horse and he will win.

OUR EVERY DAY PRICES

With the Full Value Policy

Is daily winning the confidence of the buying public. Worthy goods at worthy prices is truly making our store Ashlands shopping center. New, up-to-the-moment desirable Winter and Holiday Merchandise here to fill your every want. Not marked at juggling prices, but at one price, which undersells, quality for quality considered.

Handkerchiefs

Our assortment surely will please you. From 5c to 75c each. Ask to see our 25c line. Some mighty good values at this popular price.

In men's we can sell you a good white one as low as 5c. Another lot at 10c. A better one at 2 for 25c. A linen one at 25c. Also up to 60c.

Underwear

The Children's Athena Union Suits, winter weights, sizes 2 to 10, 85c. Sizes 12 to 16, \$1.

Ladies' Athena Heavy Fleeced Vests and Pants, White, each 50c.

Ladies' Athena Cotton Union Suits, in light, medium and fleeced winter weights, all styles and lengths, our every day price, \$1.

A splendid Merino, quality Athena Union Suit for ladies, our price \$1.50.

Many other weaves, weights and styles at \$1.25, \$1.75, \$2 to \$3.50.

Gloves

We want to show you our \$1.50 Kid Glove value. In all the shades and new stitching.

Our better kind at \$2. Harrison's "Simplex" Brand Washable Gloves, all shades, \$1.

Men's Gloves

Heavy Work Kangaroo Gloves from 60c to \$1.75. Men's Dress Gloves \$1.25.

Dress Goods and Silks

We feature Broadhead Wool Dress Goods in the leading weaves and colors. Cost no more, but wear and look better than all others. New silks are daily arriving for your needs in the newest shades and plaids.

Skinner's Silks and Satins are America's standard quality. The best money can buy for \$1 and \$1.50 per yard.

Annis Furs

This department is passing all previous sales records. They make a handsome gift, sure to please. Scarfs from \$2.50 up. Muffs from \$2.50 up. Make your selections early.

Blankets and Comforters

Blankets from 89c to \$10 a pair. Baby Blankets 50c, 75c, \$1. Bedspreads 50c to \$5. Comforters \$1.25 to \$6.50.

Complete Holiday Stocks!

Umbrellas	Ribbons
Notions	Linens
Art Linens	Table Linens
Napkins	Towels and
Laundry Bags	Towelings
Purses	Neckwear
Trimmings	Auto Vells
Petticoats	Knit Goods

And things you haven't thought of. Here at saving prices.

Men's Furnishings

Cluett-Peabody Shirts, Monarch Brand \$1. Arrow Shirts \$1.50. Men's Garter Socks 25c, 50c, \$1. Men's Ties 25c, 50c, \$1. Men's Tie and Hose Socks, 50c, \$1. Men's Knit Vests \$2.25. Men's Smoking Jackets all prices. Men's Suspenders 25c, 50c, 75c. Men's Hose, all silk, 75c. Boys' Waists 25c, 50c, 60c. Men's Underwear, all kinds.

Boys' Suits and Overcoats

Widow Jones of Boston

Boys' Clothing—This well known brand especially marked to save you from 25 to 33½ per cent.

THE STORE WITH THE HOLIDAY SPIRIT

VAUPEL'S

The Best in Quality

The Lowest in Price



Won Highest Exposition Honors

Highest in lubricating efficiency—highest among the many oils competing—a triumph for lubricating oil made from asphalt-base crude.

ZEROLENE

the Standard Oil for Motor Cars

The Jury of Awards at San Francisco and San Diego awarded Zerolene the gold medal in recognition of its superiority.

STANDARD OIL COMPANY
(California)
Portland